



ODCP Office of Drug Control Policy



Volume 1, Issue 1

Spring 2008

THE ASAP CONNECTION

INSIDE THIS ISSUE:

*Local Board provides
funding for Drug Hotline*

2

*2008 Keep-It-Real
Campaign*

2

*ODCP to partner with
The Partnership for a
Drug-Free America*

3

*2008 Underage Drinking
Prevention Town Hall*

3

Funding Opportunities

4

Special points of interest:

- GMS System to modernize and ease the RFP process
- SAMHSA sponsored 2008 Underage Drinking Town Hall Meetings to be held by 40 Kentucky Communities
- Buffalo Trace Local KY-ASAP Board establishes Drug Hotline
- 2008 Keep-It-Real Video Contest Campaign Winners announced
- US Education Department and The Substance Abuse and Mental Health Services Administration Funding Opportunities

NEW REQUEST FOR PROPOSAL PROCESS

It's that time of year again! State Fiscal Year 2009 funding will soon be announced. Beginning with the SF2009 funding cycle, KY-ASAP local boards will apply for funding through a new and innovative web-based medium called electronic Grant Management System (GMS). This web-based system will allow local boards to complete and submit their FY2009 request for proposals entirely online! Local Boards will simply visit the site, create a unique username and password, and follow the easy steps to complete and submit the RFP in one quick process!



New Online Request for Proposal Process Coming Soon!

Unlike past years, the SFY09 application process will allow users to quickly check the status of RFPs and receive award notification.

Additional information for the new and innovative GMS application process, as well as training dates & locations, will be announced soon!

WE NEED TO HEAR FROM YOU!

"The ASAP Connection" will be a quarterly newsletter designed to share the hard work and dedication of all the local KY-ASAP Boards.

We can't do it without input from YOU! Please let us know of the great progress your local KY-ASAP is making in the community. Tell us about those things that are happening in your communities. Whether it be town hall meet-

ings, drug hotlines, youth awareness activities or other community involvement, these stories will provide other ASAP boards with benchmarks and ideas that they too could implement in their communities.

With the help of one another we can reduce the prevalence of alcohol, tobacco and other drugs in our great Commonwealth!

E-mail your progress stories and other information that will benefit local boards across Kentucky to:

amy.andrews@ky.gov



*"The new 800 number,
1-866-950-DRUG,
includes a buffer that
provides for the
informant's anonymity"*



www.keep-it-real.us

Congratulations

Garrard County High
School—Best Picture
Grand Prize Winner

*"Everyone Has a
Future"*

LOCAL BOARD PROVIDES FUNDING FOR DRUG HOTLINE!

The Buffalo Trace Agency for Substance Abuse Policy has provided the public with an anonymous avenue to report suspicious drugs and alcohol activity in the Buffalo Trace Region.

Prior to the implementation of the drug hotline, community members often complained about the lack of an anonymous means to report substance abuse issues to law

enforcement officials. The new drug hotline allows citizens to report suspicious drug activities without fear of retribution from the suspects. The new 800 number, 1-866-950-DRUG, includes a buffer that provides for the informant's anonymity. The call is routed to the Regional Prevention Center of Comprehend and callers can leave a message on the recorder. Officials with the Center report there is no caller identification equipment to trace who reported the incident.

Inc. said "People can call anytime and leave a message. We hope this will provide insight into where these crimes are taking place. People need to understand that they can use this tip line to inform authorities about underage drinking problems as well."

For full text of this article, please visit www.maysville-online.com/articles/2007/12/19/local_news/1778drughotline.prt

By Owen McNeill, Staff Writer,
December 19, 2007



Article provided by Maysville
Online.com

Karen Hall, Prevention Director for the Regional Prevention Center of Comprehend,

2008 KEEP-IT-REAL CAMPAIGN

The Keep It Real campaign is a youth-driven community effort to educate young people concerning the risks involved in drinking alcohol. The guiding premise behind this campaign is that youth are more likely to understand the message when they help design the message. These contests give youth an opportunity to explore this issue and develop messages which will have a positive impact on their peers.

The contest is spearheaded by the Bluegrass Prevention Center and facilitated by KY-ASAP, Fayette County Local Board, and the Mayor's Alliance on Substance Abuse. Funding is provided through the Enforcing Underage Drinking Laws Initiative and Ken-

tucky State Police. Other sponsors include Central Baptist Hospital, Lexington Legends, Video Editing Services, Fusioncorp Design Media-house, Jordan Chiles, Inc., Lynn Imaging, and the Lexington Family Magazine.

High School students throughout Kentucky entered 62 videos in this, the fourth annual video contest. Schools represented include Elizabethtown Independent, Garrard County, Marion County, Bryan Station, Henry Clay, Paul Laurence Dunbar and the Lexington Day Treatment Center from Fayette County.

More than 300 students, their families and teachers attended the awards ceremony on Tuesday, January 22 at the

Kentucky Theatre.

In addition to over \$2500 in prizes, the grand prize winner's 30 second video will be aired the week of January 30—February 10 on MTV, BET, ESPN, ESPN2, ABC Family, Cartoon Network, Comedy Central, SOAP Network, and VH1. The winner's video will also be shown at local cinemas. DVD's of the winners will be distributed for use in the schools. Also, there will be a Keep It Real day on April 22, 2008 at the Lexington Legends, Applebee's Stadium.

To view the winning entries, please visit <http://www.keep-it-real.us/>



PARTNERSHIP FOR A DRUG-FREE KENTUCKY

The Office of Drug Control Policy will soon partner with the Partnership for a Drug-Free America in an anti-drug media campaign. The ads which will run throughout the Commonwealth will be aimed at reducing the use and abuse of alcohol, tobacco and other drugs in our communities.

Most likely these ads have already started appearing on your local television stations.

However, you can also view the ads by visiting <http://www.drugfree.org/>.

The Partnership's website also provides answers, guides, tips and stories regarding drug prevention, drug abuse, drug intervention, drug treatment and recovery.



Media Campaign to begin airing on Kentucky media outlets

"www.drugfree.org provides answers, guides, tips and stories regarding drug prevention, drug abuse, drug intervention and recovery"

40 KENTUCKY COMMUNITIES CHOSEN TO PARTICIPATE IN 2008 UNDERAGE DRINKING TOWNHALL MEETINGS

Underage drinking is a serious issue we cannot ignore. The need for a public education campaign about the risks of underage drinking is absolutely crucial. In Kentucky alone, approximately 165,000 youth drink each year. We must continue to focus on prevention and education efforts to reduce underage drinking.

Last year, the Substance Abuse and Mental Health Services Administration (SAMHSA), in collaboration with the Federal Interagency Coordinating Committee on the Prevention of Underage Drinking (ICCPUD), supported Town Hall meetings across the country. As a result, more than 1,200 communities in the 50 States and the U.S. Pacific jurisdictions held meetings on or around the same date. Each community not only addressed the issue locally, but became part of a national effort.

In Spring 2008, SAMHSA will provide \$500 stipends for up to 2,000 national community coalitions to hold Town Hall Meetings in their communities during or around the week of March 31, 2008. In Kentucky 40 communities have been chosen to receive the stipend based on KIP Data (30 day alcohol use, binge drinking, drunkenness, availability of alcohol, personal approval, parent disapproval) and juvenile DUI arrests (so that if a community did not have KIP data, they were not disqualified). The 40 Kentucky Communities who will participate in the 2008 Underage Drinking Prevention Town Hall Meeting Nationwide Initiative are Adair, Allen, Ballard, Barren, Boyle, Breathitt, Bullitt, Caldwell, Campbell, Carlisle, Carroll, Cumberland, Edmonson, Fleming, Gallatin, Garrard, Graves, Hancock, Harrison, Knox, Larue, Livingston, Logan, Lyon, Madison, Magoffin, Marion, Meade, Metcalfe,

Monroe, Ohio, Oldham, Pike, Powell, Pulaski, Shelby, Simpson, Todd, Trigg and Wolfe. For more information about Kentucky Town Hall Meetings please visit:

<http://odcp.ky.gov/kyasap.htm>

In developing these town hall meetings, communities will look to *The Surgeon General's Call to Action To Prevent and Reduce Underage Drinking* and the accompanying *Guide to Action for Communities* as primary resources, which can be found at:

www.surgeongeneral.gov/topics/underagedrinking/calltoaction.pdf.

Additional information on this nationwide underage drinking prevention initiative may be found at:

www.stopalcoholabuse.gov/multimedia/starttalking.aspx

"The need for a public education campaign about the risks of underage drinking is absolutely crucial. In Kentucky alone, approximately 165,000 youth drink each year."



Office of Drug Control
Policy



125 Holmes Street
Frankfort, KY 40601

Phone: 502-564-8293
Fax: 502-564-6104
E-mail: amy.andrews@ky.gov

We're on the web
odcp.ky.gov/kyasap.htm

*A Commonwealth of
Healthy Communities,
Free of the Abuse of
Alcohol, Tobacco and
Other Drugs and Re-
lated Consequences*



The Kentucky Agency for Substance Abuse Policy (KY-ASAP) was created in 2000 to develop a strategic plan to reduce the prevalence of alcohol, tobacco and other drug use among youth and adult populations in Kentucky and coordinate efforts among state and local agencies in the area of substance abuse prevention.

KY-ASAP has continued to evolve since its placement into the Office of Drug Control Policy (ODCP) in 2004. The agency has hired a new state coordinator in an effort to provide a fresh perspective to the agency.

As envisioned, local boards have evolved as policy makers within their communities. Many have developed initiatives for smoke-free environments and worked with school systems to provide programs to teach our youth about the dangers of alcohol, tobacco and other drugs. There are now 75 boards located in 113 counties of the Commonwealth.

FUNDING OPPORTUNITIES

The United States Education Department / Office of Safe and Drug-Free Schools is accepting applications for local school districts interested in doing comprehensive prevention in secondary schools to reduce and prevent alcohol abuse.

Applications are due on **February 19, 2008**. There will be \$24,500M to be awarded to approximately 70 districts around the country and the territories. The average awards for this 3 year effort is around \$400,000 per year.

For more information:

<http://apply.grants.gov/apply/UpdateOffer?id=11200>
The application is available on the USED web page at: <http://www.ed.gov/programs/dvp/alcoholabuse/applicant.html>

The Substance Abuse and Mental Health Services Administration (SAMHSA) and the Center for Substance

Abuse Prevention (CSAP) has announced that it is accepting applications for the Drug Free Communities (DFC) Grant.

Applications are due **March 21, 2008**. DFC is a collaborative initiative sponsored by ONDCP in partnership with SAMHSA in order to establish and strengthen collaboration among communities, private nonprofit agencies, and federal, state, local, and tribal governments to support the efforts of community coalitions to prevent and reduce substance abuse among youth. Additionally, DFC is working to reduce substance abuse among youth and, over time, among adults by addressing the factors in a community that increase the risk of substance abuse and promoting the factors that minimize the risk of substance abuse. (Substances include, but are not limited to, narcotics, depressants, stimulants, hallucinogens, cannabis, inhalants, alcohol, and tobacco, where their use is prohibited by Fed-

eral, State, or local law.) *Note: DFC projects must focus on multiple drugs of abuse. When the term "drug" or "substance" is used in this funding announcement, it is intended to include all of the above drugs.*

Since 1998, ONDCP has awarded approximately 1,300 DFC grants, with an additional 150 new awards expected in FY 2008.

For more information about the DFC and to apply please visit:

http://www.samhsa.gov/Grants/2008/sp_08_002.aspx

SAMHSA



ED.gov

U. S. Department of Education
Ensuring a bright future for every American

